

CLUETT, PEABODY & CO., INC.

10 EAST 40TH STREET, NEW YORK CITY

ARROW

TIES
SHIRTS
COLLARS
UNDERWEAR
SPORT SHIRTS
HANDKERCHIEFS

September 9, 1942

Mr. Addison Taylor
Princeton Broadcasting Service
Princeton University
Princeton, N.J.

Dear Mr. Taylor:

You will receive very shortly a recording of the Arrow theme for the five-minute news program which we are starting as of October 6th over your network. Instructions for use will be enclosed with the record.

The recording of the beginning and ending of the Arrow theme is made on both the front and back of the record. Each has a good reception up to ten playings, which gives you plenty left over to practise with. It is very important that a good needle be used and that the arm of the recorder be adjusted to work perfectly, so that slipping may be avoided.

Very shortly you will also receive from us some Arrow commercials for the first two programs. These are to be synchronized into the five-minute news program.

I am very anxious to see your station and can come down on Thursday, September 17th. Please let me know if this day is a good one for you, and where I can meet you. I shall be available any time between 11 A.M. and 3 P.M. I shall look forward to hearing from you as to the time and place of our meeting.

Sincerely yours,

Alois Fabry, Jr.

Alois Fabry, Jr.
College Advertising Manager

*LHS wrote -
suggested Thursday
at 1 p.m.
S.*

enc. LHS 9-15-42 SPD